



Sent Via E-MAIL

May 13, 1996

M. A. BELNIAK  
Key Account Manager  
227-A South Street  
Hopkinton, MA 01748  
Phone: 508 435 8613  
Fax: 508 435 8591

Sales	Retail
1221	1222 21,22
1222 25,8,9	1223 _____
1223 _____	1226 _____
1224 _____	1229 _____
1225 _____	ROM
1226 _____	PC SC
1229 _____	MC PA
1240 _____	RSM RBM
1244 _____	

TO: BOSTON R.O.U.  
NEW YORK METRO R.O.U.  
BUFFALO R.O.U.

FOR: DISSEMINATION TO ALL SALES REPS / RETAIL REPS / MANAGERS  
WITH STOP & SHOP SUPERMARKETS -- CID #0533 00 00

SUBJECT: STOP & SHOP -- RJR PROMOTIONS

Ladies and Gentlemen:

Please find below RJR Buydown Promotions which will be in effect throughout the Stop & Shop Supermarket Chain:

**MAY 19, 1996 THRU JULY 13, 1996**

• **(BUYDOWN)**

All styles WINSTON and WINSTON SELECTS  
Rate: \$2.00 per Carton / .20¢ per Pack

• **(BUYDOWN)**

All styles DORAL and MONARCH  
Rate: \$2.00 per Carton / .20¢ per Pack

• **(BUYDOWN)**

All styles VALUE \$ENSE  
Rate: \$2.00 per Carton / .20¢ per Pack

All bought down brands should be featured in all *RJR Exclusive Express Checklane Displays*

Additionally, DORAL 2-Pack Continuity Cards (DORAL Tin Offer / Item #501395), should be utilized.

51850 5504

Stop & Shop RJR Promotions

Page 2

May 13, 1996

**(2) Two SKU's DORAL Continuity Cards have been ordered to  
all Boston Region Retail Representatives for placement in ECD  
and UPM Displays.**

Your assistance in contacting all locations as close to the implementation date as possible to ensure these promotions are communicated to the consumer is appreciated.

Thanks for your assistance with this Chain.

Sincerely,

*Mike*

M. A. Belniak

MAB/nsk

51850 5505

To: Killoran, P, Scott, Art, Deschenes, G, Ridge, Robert, Ritsert, George, Iaconetti, F, Burrows, Robert, Torregrossa, Irene, Smith, Richard A., Laughman, Dennis T., Cote, Raymond A., Kight, Earl, Mota, Dinarte P., Callaghan, Stephen W., Rodio, M P., 1210 - New York ROU (ALVICHA), Salerno, Joseph S., Pinney, Edward L., Vielmetti, Mary-Jean, Whiting, James R., OConnor, T P., McGowan, Richard J., Tatro, Robert E., Davis, Robert J., Maguire, J, Smith, P, Wilkie, D, Pondelli, K, Magee, R, Burns, E, Dellisola, S, Dubuque, P, Conwell, R, George, K, Writer, P, Fournier, G, Molnar, S, Torregrossa, Raymond, Delaney, James, Zifcak, Gerald, Abdalian, Alexander, Fournier, Brian, Nicoloro, A E., Higham, Barry E., Leger, Denis P., Silva, R J., Tosches, David J., Hicks, Frederick G., Hickey, Robert E., Lebrun, James K., Lee, Thomas A., Devine, John C., Gray, Reginald L., Gay, R E., Gollenberg, Gale E., Fall, Eric D., Nunn, Stephen J., 1110 - Boston ROU (PROVENL), 1610 - Buffalo ROU (BRZEZIE), Hennessey, Todd

From: 1100 - Boston Region (KERSHON)

Posted: 5/14/96 8:50

Opened: 5/14/96 8:50

Subject: stop & shop promotions - may-july

TO: 1110, 1210, 1610

Please ensure all appropriated sales reps, retail reps & managers receive hard copy of attached letter.

Many Thanks!

Nann

51850 5506